

SWEDEN

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Sweden Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

7.3%

of Total
Economy

Total T&T GDP = SEK370.0BN
(USD40.2BN)

4.4%

of Total
Economy

Total T&T GDP = SEK216.7BN
(USD23.5BN)

-41.4%

Change in Travel
& Tourism GDP
vs -3.0% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

384.7

Jobs (000s)
(7.5 % of total employment)

333.8

Jobs (000s)
(6.6 % of total employment)

Change in jobs²:

-13.2%

-50.9 (000s)



Visitor Impact
International:

SEK **104.5** BN

Visitor spend
4.3% of total exports (USD11.3BN)

SEK **45.3** BN

Visitor spend
2.1% of total exports (USD4.9BN)

Change in
international visitor
spend:

-56.7%

-USD 6.4 BN

Domestic:

SEK **213.2** BN

Visitor spend
(USD 23.1BN)

SEK **131.4** BN

Visitor spend
(USD 14.3BN)

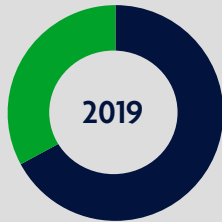
Change in domestic
visitor spend:

-38.4%

-USD 8.9 BN

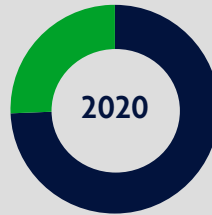
Sweden Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 23.1BN (67%)

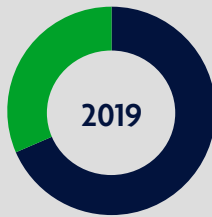
● International Spending:
USD 11.3BN (33%)



● Domestic Spending:
USD 14.3BN (74%)

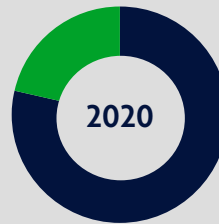
● International Spending:
USD 4.9BN (26%)

Leisure vs Business Spending:



● Leisure Spending:
USD 23.6BN (69%)

● Business Spending:
USD 10.9BN (31%)



● Leisure Spending:
USD 15.1BN (79%)

● Business Spending:
USD 4.1BN (21%)

Inbound Arrivals³

2019	2020
1. Denmark 14%	1. Denmark 18%
2. Norway 14%	2. Norway 16%
3. Germany 12%	3. Germany 13%
4. Finland 10%	4. Finland 11%
5. United Kingdom 7%	5. United Kingdom 6%
Rest of world 43%	Rest of world 36%

Outbound Departures³

2019	2020
1. Spain 14%	1. Denmark 20%
2. Denmark 11%	2. Spain 13%
3. Norway 10%	3. Norway 10%
4. Germany 7%	4. France 9%
5. United Kingdom 5%	5. Italy 6%
Rest of world 53%	Rest of world 43%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO